

No Party Affiliation Voters (NPAs) are not a monolithic group. Many are simply disengaged from politics and have low voting turnout. In this time of polarization & peril –reach out and wake them up. Others: disgusted with both parties but may be passionate about issues. Must engage & persuade these voters to elect Democrats in Sarasota County & in Florida. Make sure they know FL is a closed party state. Encourage them to register with a party. There are important Democratic Primaries in August 2020; they must register with a party to help make major decisions—help choose the Democratic candidate for Governor.

Pointers from the FDP taskforce: We must engage with these voters in ways that respect their unique perspective.

From FDP

- Negative ads are a turn-off to NPA voters
- NPA voters despise partisan warfare
- Many young NPA voters believe major parties are purely self-interested (re-elect themselves vs. best interests of citizens)
- Anger and vitriol of partisan politics are turning NPAs away from Party membership (possibly a cause of increased NPA registrations)
- “Leaning” NPAs – left and right – are more likely to say their own Party is “out of touch” with the American people
- Remember: NPA voters vote for candidates, not Parties
- Left-leaning NPAs have preferences & interests to be reliable Party supporters
- Many Left-Leaning NPAs are more interested in politics than weak partisans (cold Dems)
- “Leaners” are former partisans who have become dissatisfied with politics
- Messaging that appeals to Democrats may push “Leaners” away, diminishing the # of voters needed
- Kaiser, summer 2018: Partisans view the economy and health care as important factors facing the country; **But to Independents it was corruption in Washington**
- ‘How to make the worst impression upon meeting someone new’, the consensus wasIdentify as a strong partisan (NY Times: Question to large sample of Independent voters)
- Messaging to NPA voters should not be identical to Messaging to Democratic voters
- Dial down anger & attacks that appear to align with the beliefs of ardent supporters (particularly in Red Counties)
 - In 2012 Amy Klobuchar stated she avoids being “snarky” about the other Party. She got 63% of the votes cast by Independents.
 - However, Wesleyan Media Partners found:
 - 42% of gubernatorial ads and 48% of Congressional campaign ads aired in 2018 were attack ads which may rally the extremes, but it will likely alienate Independents from their Parties

- Decrease negative messaging
- List all candidates running for office on websites – state their positions on issues critical to voters including NPA voters—NPA newsletter
- Let NPA Voters know the local Party chooses candidates because of policy positions; not a (D) after their names
- Identify pros / cons of referendums & proposed Constitutional Amendments & impact on voters' lives
- Consider tone of what's posted on social media – is there a large # of NPA viewers?
- Mailings to NPA voters should be educational about voting
- Phone calls, texts, letters, ads...should be absent the party politics
- Messaging should look and sound different than messaging Democratic voters
- Messaging is more about persuasion and selling our “product,” i.e., policies
- Messaging with moderation & pragmatism have broader appeals
- Keep messaging positive & informative
- -----

The most **recent CNN polling** suggests this national breakdown:

- 29% of Americans identify as Republicans.
- 35% say they are Democrats.
- 36%, the largest slice, say they are independent or something else.
- 51% of independents lean Republican.
- 46% lean toward Democrats.
 - Independents mostly agree that they're not well represented in Washington and that the country is on the wrong track.

Per CNN analysis:

There are far more conservatives -- 36% -- than liberals in the US, the same percentage as in 1992.

There are fewer moderates. It was 43% back in 1992, and it was 35% in 2020.

The portion of Democrats who say they're liberal has soared from 25% in 1994 to 51% today. So has the portion of Republicans who say they're conservative, from 58% in 1994 to 75% today.

This helps explain why neither party is looking at a large governing majority anytime soon. In an increasingly polarized country, Democrats would need to find a way to appeal to conservatives.

Republicans would need to find a way to appeal to liberals.